

REMARKS

Currently, claims 1-39 are pending in the application.

The Examiner has required that Applicant restrict to one of the two identified inventions set forth in the Office Action dated November 13, 2008, and then elect to prosecute one of the those two inventions.

Breakdown of Claims

As Applicant understands the requirement of the Office Action, the two available inventions are:

- I. Claims 1-8, 14-21 and 27-34, drawn to determining if there is advertisement associated with a search string and attribute combination and causing the advertisement to be displayed together with search result, classified in class 705, subclass 14.
- II. Claims 9-13, 22-26 and 35-39, drawn to a bid for a search string and attribute combination, classified in class 705, subclass 14.

In response to the Examiner's Restriction Requirement set forth in the Office Action dated November 13, 2008, Applicant elects to prosecute Group II, Claims 9-13, 22-26 and 35-39, as set forth above.

SUMMARY

Applicant believes that the above remarks are fully responsive to the Office Action dated November 13, 2008. If the Examiner has any questions, Applicant respectfully requests that the Examiner contact the undersigned by telephone at (650) 798-0300.

DEPOSIT ACCOUNT AUTHORIZATION

Please charge any shortages and credit any overages to Deposit Account No. 19-3140.

Respectfully submitted,

SONNENSCHEIN NATH & ROSENTHAL LLP

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